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ABSTRACT OF THE INVENTION

Generally, saturation conversion is done by multiplying data by a saturation conversion parameter with a constant value regardless of image features, an image may be saturated on the high-saturation side, or may become achromatic on the low-saturation side. Hence, in this invention, the saturation conversion parameters of an image are respectively set at the high- and low-saturation sides, and the conversion characteristics are calculated based on the plurality of saturation conversion parameters to convert saturation. In this way, appropriate saturation correction is achieved on both the high- and low-saturation sides.